TARGETING SHOPPERS IN AN ONLINE SHOPPING ENVIRONMENT

ABSTRACT

5   Within an online shopping environment, a hosting server supports shoppers and merchants from whom the shoppers purchase goods or services. The hosting server enables an individual user to shop or browse the merchant sites and also enables a group of users to coordinate their shopping or browsing activities. A set of profiling tools build separate profiles based on individual and group shopper activity, as well as the interaction

10   of an individual shopper with one or more groups of shoppers. A targeting tool uses the shopper profiles and information regarding previous promotions (if any) from a promotions library to make recommendations to individual shoppers and shopper groups based also on parameters specified by the merchant/s. The recommendations are directed to shoppers, in accordance with algorithms stored in a repository.